

## Editorial

What does 2013 have in store? By all accounts, economically we appear to be in for more of the same! Already we have seen several retail failures: Jessops, HMV and Blockbuster being the first well known casualties of the year! There are lots of reasons why businesses fail, but one common factor is a changing market. Change sometimes happens through circumstance and sometimes through innovation.

We have been exercising our minds for quite some time now about the rehabilitation market and we have concluded that, whilst the traditional way of doing things and the source of our business might continue to provide us with business indefinitely, they are by themselves not going to offer us the exciting and enterprising opportunities that we seek in

order to take our business to a more reliable and sustainable platform.

In the service and health sectors we seem to avoid using the word "profit" as if in some way to talk about business in that sense is distasteful. Well, surprise, surprise it is profit that secures cash flow and provides funds for future investment.

So what do we have in store to change the market in which we operate, take advantages of opportunity and continue to trade even more profitably? Well, read on through this Newsletter to find out.

With Funded Rehabilitation, Deferred Fees, a new Clinical Framework, IT Development, Absence Management, new brochures and marketing material there is lots going on at Proclaim. Last year we were not

good at updating the Newsletter so our New Year's resolution is to publish a newsletter three times (winter, summer and autumn).

We certainly are starting 2013 with a renewed sense of purpose and a confident spring in our step. I wish all our customers a happy and yes, profitable 2013.

**Ian Fulton**



### *In this edition*



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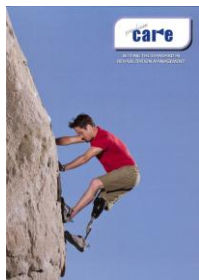


## New Web Site

We felt it was time for Proclaim to update and renew our web site. Therefore after a lot of work and research our new web site was recently launched and we have received a lot of positive feedback on this. It is now much easier for all of our customers to refer a case to us with a dedicated form relevant to either Insurer, Solicitor, third party Administrator etc. Please visit our new web site at [www.proclaim-care.co.uk](http://www.proclaim-care.co.uk) and if you wish to send us any feedback please send this to [margaretclarkson@proclaim-care.co.uk](mailto:margaretclarkson@proclaim-care.co.uk)



## New Brochure



We have just published our new brochure and would invite all stakeholders to review this. An electronic version can be read via our Web Site. A paper version can be obtained by contacting [darenpemberton@proclaim-care.co.uk](mailto:darenpemberton@proclaim-care.co.uk) or [margaretclarkson@proclaim-care.co.uk](mailto:margaretclarkson@proclaim-care.co.uk) advising delivery address.

Feedback about the content has been very positive and comments about ease of use have been greatly appreciated.

## Injury Rehabilitation Developments

### New Customers

QBE Insurance has chosen Proclaim CARE for a telephone assessment based early intervention service. A leading self-insured supermarket chain has retained Proclaim CARE for serious injury and high profile cases while specialist solicitor, Bikelawyer have selected Proclaim CARE as their preferred provider for serious injury cases. After a tender process Proclaim CARE has been chosen by Berryman Luce Mawer to provide rehabilitation services for its claims management division. Two other national firms of solicitors, Fentons and Bolt Burden Kemp, have also selected us as a preferred provider in serious injury cases. LV.com are now working with Proclaim CARE for serious injury cases within Scotland and in January 2013 a motor insurer with a large Lloyds presence launched a pilot for serious injury rehabilitation with Proclaim CARE.

### The Rehab Market

2013 will be a year of significant change in the claims process and services arena. Expansion of the MoJ Portal will see the focus on earlier offers and the 'buying off' risk extending to more serious injuries. The ban on referral fees is driving the increased pace of moves towards ABS by Solicitors. Proclaim CARE is ready to take advantage of these changes by offering new services that continue to add value based on core expertise.

We have launched our No Risk "Funded Rehab" and "Deferred Fee" services for claimant solicitors who have clients with an urgent need for rehabilitation.

The rationale for these changes was the subject of an article by Ian Fulton on "The Business of Rehabilitation". This article can be viewed via our web site.

### Events

Proclaim CARE has been invited to attend a Foil Rehab Round Table event in London on February 11th. Proclaim CARE will be offering the provider's perspective alongside NFU Mutual and a claimant solicitor.

Our next major profiling event will be the APIL conference in April. We are once again major sponsors at this annual conference and exhibition.

## ***Absence Management – A Changing Landscape***

Our strategic plans for the next three years include the active development of our Absence CARE service. Employers in the UK have traditionally lagged behind other countries in the provision of assistance to help employees health and wellbeing in the workplace and manage absentee employees back to work. There is culturally a divided mind-set which suggests that if someone is ill or injured that is a health problem and really nothing to do with the employer. However this is recognised as outmoded and employers need to be involved to protect the investment they have made.

Dame Carol Black's Fitness for Work paper "Health at Work – An Independent Review of Sickness Absence" [www.dwp.gov.uk/docs/health-at-work.pdf](http://www.dwp.gov.uk/docs/health-at-work.pdf) published in 2011 identified that the cost of absence to employers in the UK is £15 billion per annum; not taking account of the £13 billion associated health related costs. In addition employers pay £9 billion in sickness payments (not sickness benefits). These are staggering sums and Dame Carol Black made some sweeping recommendations showing how the UK system could stop "deconditioning" people and prevent the system turning them into "sick" people.

The Government issued their response on the 17<sup>th</sup> January 2013. <http://www.dwp.gov.uk/policy/welfare-reform/sickness-absence-review/> Government has accepted most of the recommendations and intend implementing these in 2014. The likely measures will include:

- GPs being "gatekeepers" for absence for no more than 4 weeks for most minor ailments and injuries
- After 4 weeks GPs will be required to refer their patient to an OT or OH professional
- For more serious illnesses and injuries involving complex needs then case management will be introduced
- introduction of a tax relief on interventions with a final decision on this at the April 2013 Budget

The implications for employers and employees are significant and deserve full review. At last there seems an opportunity for employers and employees to be actively engaged in getting people back to work. We are looking closely at how we will redesign our existing Absence CARE service to reflect the changed approach and to deliver a comprehensive Absence Management solution. If you would like more information on the background to the above and/or our plans for Absence CARE please contact [traceybuchanan@absence-care.co.uk](mailto:traceybuchanan@absence-care.co.uk)

## ***Clinical Framework – Appointment of Rehabilitation Team Leaders***

At Proclaim CARE we have always had a Clinical Director, following the "norm". During 2012 we took the decision to review this, and following full consultation with our Clinical Team decided that the best development of a full Clinical Framework strategy was to have three working groups in which all our case managers would be involved. As a result we have appointed three Team Leaders. These team leaders will lead the three clinical teams on a variety of projects to ensure we meet our Clinical Strategy and to provide clinical representation at management level.

We are pleased to announce the appointment of our Rehabilitation Team Leaders:

- Belinda Memmott
- Emma Baker
- Victoria Hill

The new Team Leaders roles took effect on 01 February 2013 with a bespoke training programme which is being delivered in collaboration with Jean Brading, Managing Consultant at Kennetbridge Employment Specialists.

We wish them all the very best in their new roles and look forward to the teams working together on new projects over the course of this year.

## *Proclaim Vocational Services*

PVS continues to grow and is proving a desired service in conjunction with our Medical Rehabilitation and/or for specific Vocational help. Our profile has grown following our first year of trading and increased awareness of the service. Karen Elsmore has overall responsibility for the development of PVS. If you would like more information about the various Vocational services we have to offer please e-mail Karen at [karenelsmore@proclaim-care.co.uk](mailto:karenelsmore@proclaim-care.co.uk)

We are also seeing a trend for independent cases managers utilising the specialist vocational expertise of Proclaim Vocational Services in providing functional evaluations, vocational rehabilitation and job search services.

## *Staff Outreach*

### **Charity Participation**

Daniel Rennie and Nicole Archibald are both competing in the 2013 Edinburgh Marathon on 26 May 2013.

Ian Fulton is going to Malawi in May 2013 as one of a small team of volunteers to continue a building project organised by a Scottish Charity, Malawifruits.

Vicki Ireland, Business Team Assistant, has set up a dress down Friday option for colleagues with participating employees making a donation. The money collected will be allocated to St Andrew's Hospice and Marie Curie Cancer Care. These funds will be further boosted with other events being organised throughout the year.

## *Company Car*

We thought you might be interested in our new car fleet. Complete with livery we have Audi R8s and Fiat 500s in white, red and silver. We will deliver a car in colour of choice to the first 10 people who provide us with feedback about our Newsletter! Send an e-mail with your comments and delivery details to [margaretclarkson@proclaim-care.co.uk](mailto:margaretclarkson@proclaim-care.co.uk) and become the proud owner of a new car!!!

PS They have been scaled down to fit on your desk or in your bag.



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